



5-6 May  
2023  
Milan Bergamo

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# INTERNATIONAL HARDWARE FAIR ITALY

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## INTERNATIONAL HARDWARE FAIR ITALY

**A new entry** on the Italian and European trade fair scene:  
International Hardware Fair Italy.

**Koelnmesse**, the organiser of International Hardware Fair Cologne - EISENWARENMESSE - the Nr.1 event in the hardware and DIY sectors worldwide, chooses Italy to recreate the approved format of the Cologne trade fair and to give the exhibitors and visitors **a high-level annual event: Cologne in even years and Bergamo in odd years!**

## THE NEW PLATFORM

The first edition of International Hardware Fair Italy will be **full of novelties**.

A key event for the Italian and European market that will attract professionals from **the hardware, fixing, fasteners, DIY, building, safety, garden & outdoor, paint industries and electrical**, for two days of meetings and conferences.

**An international trade fair, in the best location to present the latest innovations and to establish relationships with new business partners.**

# WHY EXHIBIT:



# GOOD REASONS



## THE ONLY FAIR FOR THE HARDWARE SECTOR IN ITALY

The industry workers from all over Europe will have a Koelnmesse appointment every year now: Cologne in even years and Bergamo in odd years.



## AN INTERNATIONAL FAIR

International Hardware Fair Italy 2023 will address its naturally international vocation not only to Italian but also to the European market in terms of visitors and exhibitors.



## A COMPLETE PRODUCT RANGE

The event involves a wide range of different areas to offer visitors a complete set of products. Tools, DIY, Fixing, Building, Safety, Colour and Paintings, Electrical, Garden and Outdoor.



## MATCHMAKING: QUALITY MEETINGS

One-to-one meetings, onsite or online, between exhibitors and selected distributors. The pool of distributors will include leading brands of hardware distribution and large-scale retail, both Italian and international.



## THE DATES

The first edition will be held from 5-6 May 2023, Friday and Saturday. Two ideal days for both retail distribution and organised distribution to include a visit to the fair.



## LOCATION

Fiera di Bergamo is an excellent location due to its central position. The location is easily reachable by car and public transport, either from Italy or from abroad. Wide parking lots, optimal logistics and wide and modern halls, 16,000 square metres of exhibition space.



## AN INNOVATIVE, "EXHIBITOR & VISITOR FRIENDLY" FORMAT

Everything will be more comfortable with International Hardware Fair Italy. Exhibitors and visitors will just have to worry about doing business in a friendly environment, in a quick and efficient manner. Practical parking lots are just a few metres from the entrance of the fair.



## MANY EXHIBITING SOLUTIONS

The location offers a full range of solutions. Without space limitation and the possibility for companies to bring their own set up or to choose large pre-assembled booths.



## PROMOTION TO VISITORS

Using the synergies and network of International Hardware Fair Cologne in promotional activities will drive the participation of visitors representing all of the involved categories.



## CONGRESS AND WORKSHOP

International Hardware Fair Italy will be more than a trade show. Besides the exhibition space, the fair will offer unique opportunities for training and discussion during high-level congresses and workshops.



# LOCATION

International Hardware Fair Italy will be held at **Fiera di Bergamo**, a large and modern trade fair centre in the heart of Lombardy.

The fair ground includes an indoor area of **16,000 square metres**, an outdoor area of **35,000 square metres**, a conference centre with **440 seats**, multifunctional rooms, bars, a restaurant, a self-service and **2,400 parking lots** near the entrance.

**Fiera di Bergamo can be easily reached by car and public transport both from Italy and abroad. It is located on the Bergamo ring road and can be reached easily from the A4 Milan-Venice freeway.**

**The international airport "Il Caravaggio" is only three kilometres away from the fair. It is Italy's third main airport by number of passengers and connects Bergamo with 135 destinations in 37 foreign countries.**



**500 mt**  
From the ring road



**3 km**  
From the airport



**3.5 km**  
From the railway station

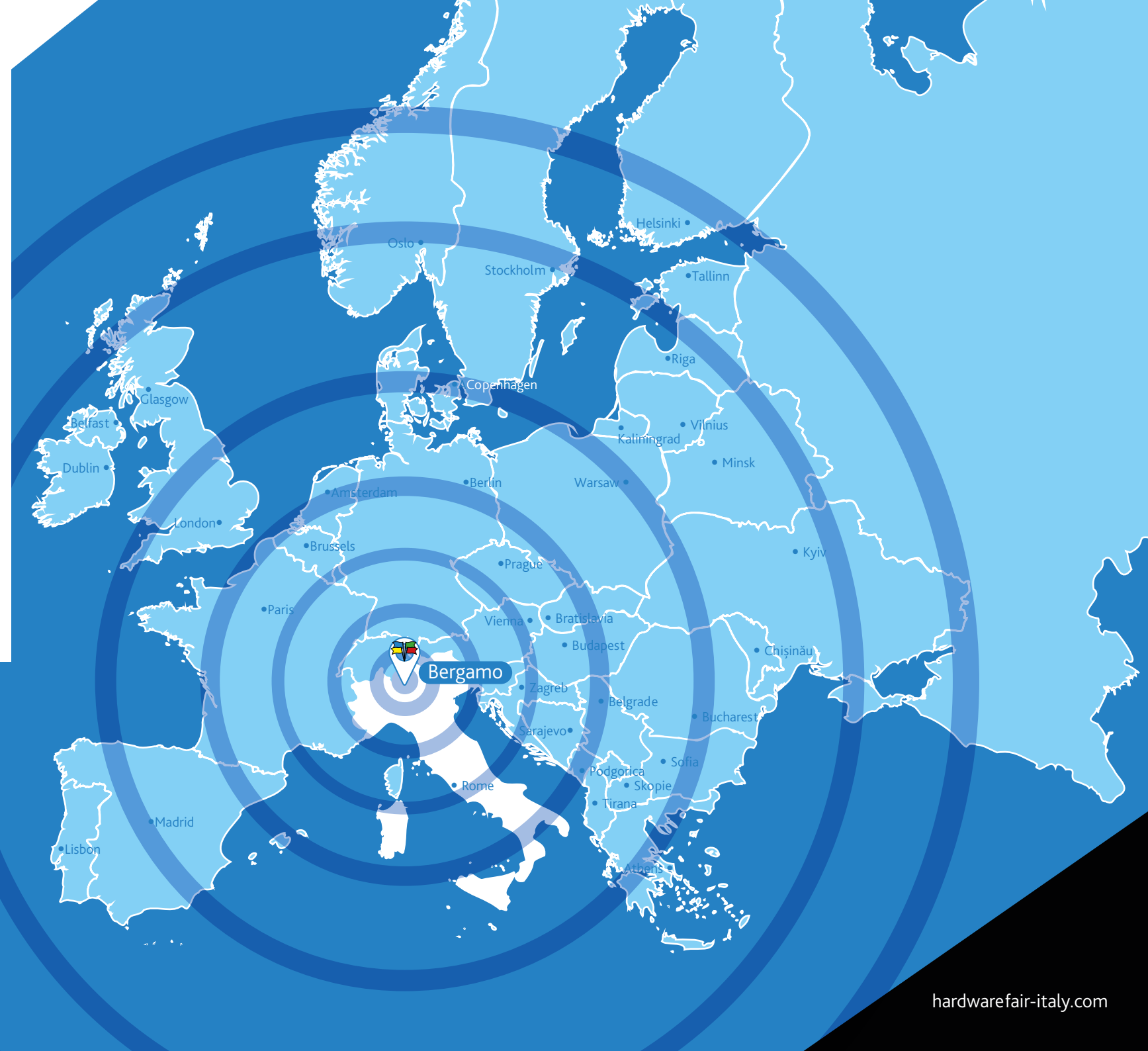


**4 km**  
From the city centre



**8 km**  
From the old town

*The fair offers exhibitors and visitors a free shuttle bus service to and from the airport and the railway station.*



# VISITOR PROFILE

International Hardware Fair Italy is an important multichannel platform where you can meet producers, quality visitors and industry experts.

- PROFESSIONAL AND TRADITIONAL HARDWARE STORES
- WHOLESALE,ERS, DIY BUYERS
- COLOUR SHOPS
- BUILDING SUPPLIES
- PRODUCERS/SUPPLIERS
- RETAILERS AND DECISION MAKERS FROM INDUSTRY AND MAINTENANCE
- E-COMMERCE PLATFORMS
- GARDEN CENTRES
- PURCHASING GROUPS
- SERVICE PROVIDERS

# EXHIBITOR PROFILE AND PRODUCT RANGE

International Hardware Fair Italy is aimed at manufacturing companies belonging to a complete range of product categories.

- HAND AND POWER TOOLS
- POWER EQUIPMENTS AND ACCESSORIES
- PROTECTIVE EQUIPMENTS/WORKWEAR
- FIXING, FASTENING TECHNOLOGIES & FITTINGS
- CHEMICAL PRODUCTS
- COLOUR AND PAINTINGS
- DIY
- GARDEN AND OUTDOOR
- FURNITURE AND SMALL FITTINGS, DECORATIVE METALWARES
- HOME IMPROVEMENT
- BUILDING MATERIALS
- AUTOMOTIVE
- SAFEGUARDING SYSTEMS
- LIGHTING AND ELECTRICAL



# EXHIBITING SOLUTIONS

International Hardware Fair Italy provides exhibitors with different ways to participate at meetings **according to everyone's needs and desires as well as budget, communication strategy and goals** of each company.

## RAW SPACE:

The ideal solution for **larger areas**, where exhibitors can use their own set up and create a place that suits their identity and corporate image.

## PRE-ASSEMBLED STANDS:

Modular stands, **from 12 square metres up to 48 square metres**, with a defined structure (partially customisable). A practical solution which minimises the organisational effort and the activity of setting up and dismantling.

### What is included?

- Carpet
- Walls
- Furnishing package
- Fascia panel with company name
- Electricity at the booth

**A large external area** is also available for those companies who need more space and height or for special activities (trucks, demonstration areas, ...).

# SPONSORSHIP PACKAGES AND SHOWCASE PLATFORM

## SPONSOR

To increase visibility and guarantee further prestige to your participation, **exhibitors can become sponsors of the fair** by subscribing to one of the specifically designed packages.

**The packages vary according to the number and nature of activities and services included:** presence on the official website, logo in newsletters sent to potential visitors, presence on the trade show marketing materials, company profile and advertising page in the catalogue as well as logo on the entry ticket and many more.

## SHOWCASE

The Showcase is a **platform** dedicated to the promotion of exhibitors of International Hardware Fair Italy and their products. **A company Showcase** with company profile, social contacts, videos, products, downloadable materials.

**The platform is promoted regularly, in Italy and abroad**, through banners on the fair's website and newsletters sent to all potential visitors of the event.



# MATCHMAKING

Nothing is more important than having the right contacts. Thanks to the Matchmaking programme of **International Hardware Fair Italy**, networking has never been more efficient.

**It's a business meeting service free of charge exclusively for our exhibitors.**

**A valuable meeting platform between manufacturers and distributors.**

**A unique chance to get in touch with the most relevant industry players:**

traditional and professional distributors, purchasing groups, associations, DIY buyers and online platforms, seize new business development opportunities.

Meeting planning before the event

Trade fair appointments

New business opportunities

# SPECIAL EVENTS

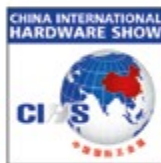
**International Hardware Fair Italy is much more than a trade fair.**

The exhibition area is completed by an extensive programme of side events: business meetings with key distributors, high-level conferences, demo areas and training workshops to keep up to date with the innovations and future trends in the industry.

You will find all this and much more at  
**International Hardware Fair Italy** powered by EISENWARENMESSE.  
**All in one event.**



# KOELNMESSE: GLOBAL COMPETENCE IN HARDWARE



hardware-worldwide.com



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